

IDENTIFYING POTENTIAL BUSINESS OPPORTUNITIES

ABSTRACT

A process that enables markets to be scanned quantitatively for new product opportunities based upon the identification of one or more target customer needs is described. The identified target customer needs may be qualified, and one or more of the qualified target customer needs may be used to stimulate the generation of leads for new product concepts. In one aspect, a target customer need state is identified based upon an analysis of marketplace data. A map of a process for addressing the identified target customer need state is generated. The process map includes a network of tasks each having one or more associated values. A potential point of intervention in the process is identified based at least in part upon an analysis of the values associated with the tasks in the process map.